



Washington Statewide Social Media Summit

Friday, June 17 - 8:00 to 5:00

L&I Auditorium, 7273 Linderson Way Southwest, Tumwater, WA 98501

#WaSocialSummit

- 8:00 AM Check-in
8:20 AM Welcome by event co-chairs Jessica Kiney of SAO and Stefanie Randolph of SBE
8:30 AM Keynote by Derek Belt of King County

Track one: Strategy	Track two: Tools	Track three: Operations
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9:00 AM

STRATEGY	Putting the social in social media: The whys and hows <i>Presented by:</i> Caitlin Cormier (ESD) and Robert Hunter (DOH) <i>Organized by:</i> Caitlin Cormier (ESD), Robert Hunter (DOH) and Gary Lott (MIL) Description: What is social media? What is its value to your agency? Ever wonder what a “hashtag” is, if there’s a difference between YouTube and Periscope videos, or what “tagging” could possibly be? Find out where to start with social media – planning, strategizing and getting into the conversation.
TOOLS	Periscope and live video streaming <i>Presented by:</i> Camille St. Onge, Lisa Copeland, and Jessica Payne (ECY) <i>Organized by:</i> Jessie Payne (ECY) Description: A discussion and practical demonstration of live video streaming- a social media trend that is becoming increasingly important on ‘traditional’ social media platforms like Twitter and Facebook.
OPERATIONS	Paid advertising <i>Presented by:</i> Jeremy Bertrand (WSDOT), <i>Organized by:</i> Stefanie Randolph (SBE) Description: Learn how to manage complex information across a variety of platforms to maximize your campaign message and garner the most audience engagement. Covered in this session will be how to gather, store, and disseminate content for a campaign, and also how to work with many content generators to formulate a cohesive message and strategy.

10:15 AM BREAK

10:30 AM

STRATEGY	Curating content: managing multiple campaigns and multiple accounts <i>Presented by:</i> Melissa Laramie (PSED), Mike Allende (WSDOT), Brent Champaco (Lakewood) and Kristen Pettet (DOH) <i>Organized by:</i> Caitlin Cormier (ESD) and Robert Hunter (DOH) Description: Learn how to manage complex information across a variety of platforms to maximize your campaign message and get audience engagement. Covered in this session will be how to gather, store and disseminate content for a campaign; how to work with many content generators to create one cohesive message; how to manage multiple platforms or multiple accounts on a single platform; and how to archive what you’ve posted.
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TOOLS	Creating compelling video for social media <i>Presented by:</i> Daniel Payne (GET), Josh Linn (Olympia), and Jessica Kiney (SAO) <i>Organized by:</i> Jessica Kiney (SAO) Description: Video is becoming an increasingly important way to communicate on various social media channels. Governments should and can use video in compelling ways to reach across traditional and new audiences to drive civic engagement and strengthen existing relationships with key stakeholders. This session will show you how.
OPERATIONS	Analytics: What do we do now that we have them? <i>Presented by:</i> Derek Belt, (King County) and Jonah Spangerthal-Lee (Seattle PD) <i>Organized by:</i> Timothy Grisham (WACO) Description: How to use and understand the analytics you've collected from social media—how to form a winning strategy for your social media based on data.

11:45 AM Lunch and networking
 Bring your own packed lunch or grab something at the Labor & Industries café to join us for a fun ice-breaker/networking game.

1:00 PM	
STRATEGY	Crisis Communications <i>Presented by:</i> Steven Friederich (MIL), Elodie Fichet (Associate Professor at UW) and Eric Frank (CRESA) <i>Organized by:</i> Steven Friederich Description: Many government organizations are first responders in emergencies, and still others are tasked with reporting information to the public in a crisis. This workshop with three government crisis communication experts will cover how to use social media to communicate widely and quickly in an emergency situation.
TOOLS	Twitter for advanced users <i>Presented by:</i> Chase Gallagher (GOV), Reporter, Twitter Corporate Rep <i>Organized by:</i> Chase Gallagher (GOV) Description: Twitter continues to be a major social media channel that many in media and government use to continue to communicate. This session will teach you how to make the most of Twitter, and learn some of its new features and tricks.
OPERATIONS	Open Records and Open Public Meetings: Archiving and records retention <i>Presented by:</i> Cindy Evans (SAO), Nancy Krier (AG) and Russell Wood (SOS) <i>Organized by:</i> Timothy Grisham (WACO) Description: With several high-profile public records lawsuits against public agencies making news, it is important to ensure your government organization is complying with all public records and open public meetings laws covering the social media content you produce. This session features several public records experts who can explain what you need to do to be in compliance.

2:15 PM BREAK



2:30 PM

STRATEGY

Using social media to cover events

Presented by: Kara Klotz of OIC (@WA_OIC) and Rich Roesler of Results Washington (@ResultsWA)

Organized by: Steven Friederich of MIL (@reportersteven)

Description: Promoting events both to other state agencies and the public can be difficult to do effectively using social media. Come learn from government organizations that have done it well hosting statewide conferences and attending conferences.

TOOLS

Using images in social media: Canva and photography

Presented by: Niquette Kelcher (OSPI) and Joseph Siemandel (WANG)

Organized by: Niquette Kelcher (OSPI)

Description: Visually appealing content helps to drive the success of social media—learn how to use easy graphic design software and take photos that will engage your audience.

OPERATIONS

Legal and ethical aspects of government social media use

Presented by: Jim Doherty (MRSC), Kris Rietmann (WSDOT) and Tony Perkins (PDC)

Organized by: Hayden Mackley

Description: There are complex rules governing the way governments can use social media not only to further their agendas, but also how they moderate commenters and posts. This workshop is designed to give attendants a better idea of the myriad legal and ethical frameworks governments must operate under in the social media sphere.

3:45 PM

BREAK

4:00 PM

ALL TRACKS

FAQ panel with experts

Panel of:

Have a conversation with technical experts answering questions in person and tweeted to #WaSocialSummit.

Topics are any strategy, tools, and operations covered – or not covered – throughout the day.

- ❖ Derek Belt (King County)
- ❖ Steven Friederich (MIL)
- ❖ Jessica Kiney (SAO)
- ❖ Melissa Laramie (Puget Sound ESD)
- ❖ Stefanie Randolph (SBE)

5:00 PM

END OF SUMMIT

